

AMPLIFY BC

MUSIC INDUSTRY INITIATIVES GUIDELINES 2018-2019



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WHAT IS THE AMPLIFY BC MUSIC INDUSTRY INITIATIVES PROGRAM?

The Music Industry Initiatives Program is one of four Amplify BC programs funded by the Province of BC to stimulate growth and activity in BC's music industry.

This program is designed to support initiatives that grow and develop British Columbia's diverse music ecosystem. Successful projects will build the capacity of BC's music industry through training, knowledge transfer, and the creation of new business opportunities. Projects must demonstrate a collective benefit to BC's music industry, or to one aspect of BC's music industry, and cannot predominantly benefit one artist, company or organization.

Music Industry Initiatives Program Budget: \$500,000

KEY DATES:

Applications open: **May 24, 2018**

Application deadline: rolling intake, until **March 1, 2019**, or until all funds are disbursed

Supporting projects occurring between **April 1, 2018**, and **September 1, 2019**

Final reports due: ongoing until **September 1, 2019**

WHAT ARE THE PRIORITIES OF THE MUSIC INDUSTRY INITIATIVES PROGRAM?

- Develop BC artists, industry professionals and the next generation of talent;
- Foster new business opportunities and develop new markets;
- Inform industry innovation and the evolution of business practices;
- Develop knowledge and research to inform BC's music industry; and
- Support diversity within BC's music industry.

ELIGIBLE ACTIVITIES

This program is intended to support initiatives and events that build the capacity of BC's music industry. Priority will be given to new or expanded initiatives, and to projects that serve a clear need or gap. The types of projects eligible for funding include, but are not limited to:

- Industry conferences, panels, workshops, forums, and events;
- Opportunities for training, professional development and incubating new talent;
- Collaborative business initiatives, showcases, trade missions or export activities;
- Research projects that develop knowledge to benefit BC's music industry; and
- Community infrastructure, services or digital platforms that provide broad industry benefit.

Ineligible projects include ceremonies, award shows, fundraisers, luncheons, receptions, mixers, networking events, galas, and parties.

Live music presentation is ineligible through this program and will be supported through the Amplify BC Live Music program. Showcases are eligible only if the showcase has clear business development goals and outcomes. These types of initiatives typically involve a group of artists performing at an industry event or conference, or a showcase where a curated list of industry professionals is invited to attend performances and meet artists or music companies for the purposes of future business.

Entrepreneurial activities that primarily benefit one company and their artist roster, clients and/or business partners are not eligible. To satisfy the requirement for broad benefit, projects must demonstrate how they are accessible, affordable, and/or democratic in their service to BC's music industry. Amplify BC's Music Company Development and Live Music programs provide funding to support the growth of individual companies.

Business travel to attend industry events and conferences is ineligible through this program. Funding for business travel is available through Music BC.

ELIGIBLE APPLICANTS

Applicants must be one of the following:

- An incorporated Canadian not-for-profit organization of BC Society offering significant benefit to BC's music industry; or
- A Canadian corporation or registered business that meets the following requirements:
 - Is a company with primary business activities in the music industry OR a company with valuable experience from a related sector who is proposing to fill a gap in BC's music industry; and
 - Has operated for a minimum of 2 years OR has key personnel with a minimum of two years' professional experience.

This program is intended to support industry-led projects and collaborations. Research companies, consultants or academic institutions are eligible to apply, but must demonstrate significant involvement from industry partnerships in delivering the project, and support from industry stakeholders for the project. Municipalities and other levels of government are unable to apply.

Alongside evaluation criteria, priority will be given to applications that focus on diversity, gender parity and Indigenous peoples, and to applicants who have yet to receive significant funding from Creative BC. Creative BC encourages applications from Indigenous and diverse groups.

In addition, the principals, directors, officers, shareholders and owners of all applicant companies must be in good standing (i.e. not in default) with Creative BC.

FUNDING

Applicants can receive a minimum grant of **\$2,000** and a maximum grant of **\$60,000**.

Applicants may apply to Creative BC for a grant of **up to 50%** of budgeted cash expenditures. Projects that focus on diversity, gender parity, Indigenous peoples, and research may request a higher percentage of budgeted cash expenditures if other funding sources are unavailable. Applicants are expected to contribute to the financing of the project and seek other revenue sources where appropriate, and grants funding 100% of projects will be approved in special cases only. The applicant must declare all sources of revenue or grants, whether confirmed or unconfirmed, in their application budget.

This program will fund activities and related expenses incurred between **April 1, 2018**, and **September 1, 2019**. Capital purchases or operating costs not specific to a program, including utilities, corporate overhead or salaries, are ineligible.

Successful applicants will receive an advance payment of 60-80% of the awarded grant upon execution of a funding agreement, and up to the remaining funds upon completing the final report based on eligible final expenditures. The funding agreement will include a schedule of deliverables, which will include, but is not limited to, a final report, and a cost report.

APPLICATION EVALUATION

Applications will be scored by Creative BC staff according to the priorities of the program and the applicant's capacity to deliver the project. Evaluation is competitive and comparative, based on the applications submitted and funding available. Refer to the [Music Industry Initiatives Scoring Sheet](#) on the Creative BC website to view the weighting of the categories below.

Impact Assessment – Applications will be scored on the impact of the project according to the evaluation criteria below:

- **Industry Development:** Does this project build the capacity, or address a need or gap in BC's music industry? Does this project impact a broad section of BC's music industry? Does this project demonstrate collaboration or meaningful partnerships? Do letters of support show industry investment in this project?
- **Economic Impact:** Does this project support new business opportunities within BC's music industry locally and/or abroad? Does this project build capacity for industry growth and job creation?
- **Investment in BC Talent:** Does this project support the knowledge, growth and development of BC artists and music industry professionals? Does this project grow the next generation of talent?
- **Innovation:** Does this project inform industry evolution or innovation within BC's music industry?
- **Diversity:** Does this project support or expand the diversity of BC's music industry? Diversity can be demonstrated through regional activity, genre, cultural or gender representation, and other means.

Capacity Assessment – Applications will be scored on the capacity of the applicant to deliver the project according to the following evaluation criteria:

- **Project Plan:** Does the applicant present a clear plan with achievable activities, timelines and indicators for success? Are the goals of the project clear?
- **Organizational Capacity:** What is the capacity of the applicant to successfully deliver the project? Do the individuals and lead/partner organizations involved have the knowledge and expertise to achieve the project? What is the growth trajectory or history of applicant and this project?
- **Sustainability:** How will this project continue in the future? What resources, activities, or results will support BC's music industry in the future?
- **Financial Viability:** Does the project have a feasible budget? What is the track record and financial health of the applicant? Does the project have multiple funding sources?

LOGO & ACKNOWLEDGEMENT

Successful recipients are required to publicly acknowledge Creative BC and the Province of British Columbia in all promotional materials associated with the project. Specific logo and recognition requirements are outlined in the funding agreement. Recipients are required to submit logo use mockups well in advance of dissemination, to allow enough time

for the approval process. Logo usage guidelines and graphics criteria can be found on the [Creative BC website](#). Logo approval can take between 2-5 business days. Mockups are to be submitted through the [Third Party Use form](#). Creative BC reserves the right to reduce funding for any projects that fail to include logo acknowledgement.

PROJECT COMPLETION

Once projects are completed, in order to receive the balance of funding, recipients must complete and submit the following documents to Creative BC for review:

- Online Final Report (available at www.creativebc.com);
- Detailed cost report (template available at www.creativebc.com);
- Copies of select invoices and proof of payment, upon request
- [Approved Creative BC and Province of BC logo placement\(s\)](#)

Acceptable proof of payment includes bank statements, credit card statements, processed cheque, e-transfer or wire transfer, all of which need to include the date, amount paid, and name of the account holder that match the information on the invoice. Cash payments and/or signed invoices are not accepted. In-kind, GST, and expenses related to alcohol are ineligible.

The remainder of the grant will be released upon review and approval of the final report. Processing time for final reports is 8 weeks.

Creative BC reserves the right to reduce the final grant amount based on the recipient's final report and cost report for the project. Awards will be reduced to maintain a maximum grant of 50% of expenditures, or the percentage approved by Creative BC.

Deadlines for final reports will be set 60 days after the project end date submitted by the applicant. Recipients are expected to complete their project by the deadline date. Extensions are not guaranteed. All projects must be completed and final reports submitted by **September 1, 2019**.

FORFEITURE AND DEFAULT

If the applicant company fails to deliver the funded project, makes significant changes that would affect the original evaluation without advance approval, or fails to submit all final reports by the deadline date, the applicant company is required to return funding. If the advance payment exceeds the total eligible grant amount based on the final project budget, the additional funds must be returned to Creative BC. If funds are not repaid within 30 days of notice, the applicant company will be placed in default. According to the terms of the funding agreement, this limits the applicant, its principals, and any parent or subsidiary companies from accessing further funding from Creative BC.

HOW TO APPLY

Step 1: Prospective applicants are required to fill out an online form (available at www.creativebc.com) and attach a one-page project summary with the following information:

- Project description including anticipated dates of initiative or event;
- List of the main partners involved in the project; and
- Description of the gap or need in BC's music industry that you see this project serving. Explain how the project will serve this need.

Step 2: After receipt of the one-page project summary, Creative BC staff will contact the applicant within three weeks with an initial assessment on the project. If the project meets the goals of the program, applicants may be given feedback related to gaps, questions and concerns to address in the full application.

Step 3: Projects that meet the goals of this funding program will be invited to submit a full application to the Music Industry Initiatives Program and given the link to the online application form.

Applicants invited to submit a full application will be required to complete and submit the following items to Creative BC:

- Online application form (available at www.creativebc.com);
- A Certificate of Incorporation or Business Statement of Registration;
- Project Plan (questions provided);
- Schedule of Activities (template provided);
- Project Budget (template provided), including all other sources of financing and whether they are confirmed, and budgets/actuals from the previous year if this is an ongoing project;
- For research projects only: proposal from research consultant or a detailed outline of the research project (with specific research questions outlined, description of research approach and methodology, and a plan for data collection and analysis);
- Company/Organization Financial Statements in the form of a notice-to-reader, review engagement or audited statements for funding requests \$10,000 or more;
- Expressions of support that show industry engagement in this project and speak to the need and impact of this project are highly recommended, and will be accepted in the form of informal letters, emails, audio clips, videos, or other means; and
- Other supporting documents (if applicable).

APPLICATION PROCESS

Applications will be accepted and evaluated on a rolling basis starting **May 24, 2018** and ending on **March 1, 2019**. Applications will be accepted until funds for the program are no longer available. Applicants with questions are encouraged to contact Creative BC staff before submitting an application.

It is highly recommended that applicants submit applications a **minimum of 6 weeks** before their events. **Applications will not be accepted for projects or events that have already occurred.**

Processing time for a complete application is 4-6 weeks. Incomplete applications will not be processed. Successful applicants will subsequently be forwarded a funding agreement that, upon execution, shall be binding between the eligible applicant and Creative BC. Unsuccessful applicants will be notified in writing by email and are able to reapply with a revised proposal.

FOR MORE INFORMATION

Amplify BC funding programs offer support in the areas of artist development, music company development, live music, and industry development to stimulate the economy and serve BC's diverse music sector.

For more information about this program and upcoming opportunities, please contact:

Brenda Grunau | Manager, Music Programs

Phone: 604-730-2251

Email: bgrunau@creativebc.com